



# SPANISH VINES: COLOMBIAN MARKET ENTRY

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# Colombia

Currently small market in both population and wine use...but...

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**Potential for high market share<sup>1</sup>**

Opportunity for Spanish Vines to take <sup>2</sup> advantage of increasing consumption (46%), low market penetration of Spanish wines relative to Chilean and Argentine wines.

**Entrance Strategy:**

**KEEP IT PERSONAL**

# Target Market

## 25 to 34

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- Young, affluent
- Female - prim and proper
- Male - dinner/date night
- Disposable income -  
often still living with  
family, don't pay rent
- Buy bottles



# Products

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Carry some variety in price and product,  
and carry the **Spanish image**



**Viñas Españolas**

Need to eliminate American  
culture from products

# Positioning

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**New**  
**Cultural**  
**Experience**  
**Elegant**  
**Youthful**  
**brand.**

# Promotion

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**On Trade Network is Key:  
Restaurants and Distributors**

Promote knowledge and offer ready to go promotion ideas: highlight regions, demonstrate food pairings, Sangria, Tinto de Verano.

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**Awareness**



## Events

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**Trial**



**Repeat.**



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**Awareness**





# Events

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**Trial**



**Repeat.**